



**THE KEY FACTORS THAT INFLUENCE
THE POTENTIAL CLIENT'S OF AAO GLOBAL
INSURANCE BROKERS IN IMPLEMENTING
BUSINESS CONTINUITY PLANNING**

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MELAKA**

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BUSINESS CONTINUITY PLANNING**

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**Submitted in Partial Fulfillment
of the Requirement for the
Bachelor of Business Administration
(Hons) Insurance**

**FACULTY OF BUSINESS ADMINISTRATION
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30th April 2010

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Dear Sir,

SUBMISSION OF PROJECT PAPER

Attached is the project paper titled **“THE KEY FACTORS THAT INFLUENCE THE POTENTIAL CLIENT’S OF AAO GLOBAL INSURANCE BROKERS IN IMPLEMENTING BUSINESS CONTINUITY PLANNING”** to fulfill the requirement as needed by the Faculty of Business Management, Universiti Teknologi MARA.

Thank you.

Yours Sincerely

.....
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“DECLARATION OF ORIGINAL WORK”

I, Razima binti Md Radzi, (I/C No. 880101-06-5910)

Hereby, declare that,

- 1) This work has not previously been accepted in substance for any degree, locally or overseas and is not being concurrently submitted for this degree or any other degrees.
- 2) This project paper is the result of my independent work and investigation, except where otherwise stated.
- 3) All verbatim extracts have been distinguished by quotation marks and sources of my information have been specifically acknowledged.

Signature : _____

Date: _____

ABSTRACT

Business Continuity Planning is a written plan that is important for the organization in the event of disaster or emergency to the organization. However, it is not been studied in details because most of organizations do not aware on the existence of Business Continuity Planning. This research is a study on “The Key Factors That Influence The Potential Client’s of AAO Global Insurance Brokers in Implementing Business Continuity Planning”. The purpose of this research is to identify the factors that influence the organizations in implementing Business Continuity Planning. The related factors would be Exposure, Experience, Capability, and Collaboration.

The questionnaires for this research were distributed among the 30 organizations within Selangor, Penang, and Malacca. A number of 30 sample sizes were chosen in random and 30 questionnaires distributed were successfully collected and returned by the respondents. There are two methods used in obtaining the data for this research which is the primary data and secondary data.

The result of the findings shows the factors that contribute towards Business Continuity Planning which is Exposure, Experience, Capability, and Collaboration has a positive and negative relationship towards Business Continuity Planning. The important of implementing Business Continuity Planning affected by these related factors.